

Dear Sir,

I am writing to you with regard to the BBC's proposal to implement content management (copy protection) for HD on the Freeview platform.

In the proposal, the BBC state that the encryption scheme likely won't stop determined people from recording and distributing pirate content, rather it will stop casual mass piracy.

This argument simple doesn't hold water, given the nature of the Internet. If the copy protection can be circumvented, it will (witness CSS on DVD for proof). There are determined people out there who are willing to crack such an encryption system, who will then go on to upload the content to the Internet. Once the content is on the Internet anyway, mass piracy will occur.

If a content protection system cannot secure content, it's as good as useless. The only purpose it will serve is to alienate the UK viewing public by stifling legitimate use of content on devices other than the PVR upon which it was recorded. If anything, this will push consumers toward pirated content in order to use it in a manner that suits/works for the devices they wish to play the content back on.

I urge you to reject this proposal; it won't help rights holders and it certainly won't benefit consumers.